

*-If They come back
on Easter Sunday.*



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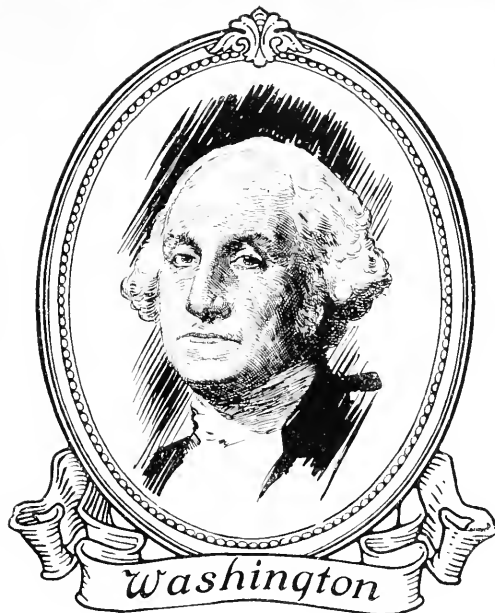
“If They Came Back for Easter Sunday”

How the famous figures
of history would look as
ROYAL TAILORED MEN





George Washington wearing a Royal Tailored-to-his-order morning coat,
with striped trousers.

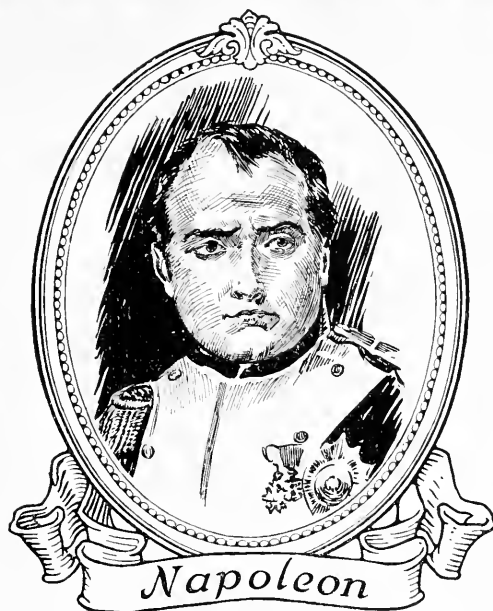


HE had a passion for punctuality; he never forgave the man who violated an appointment. Promptness, in his idea, was not merely a virtue, but a cardinal ingredient of ability and character.

If George Washington were living today, he would appreciate The Royal Six Day Schedule Service; a Service that tailors the finest custom clothes and delivers them the day they are promised; a Service that forfeits a dollar a day in cash when a garment is delayed beyond the time-tabled day—a Service without halt or fault; a Service of certainties.



Napoleon Bonaparte attired in a Royal Tailored-to-his-measure
three button short-roll sack suit.



THE *personal* Napoleon, the Napoleon of private and social life, loved the world's finer things. The Gentler Arts of his time had no abler critic. He had a keen sense of color values; any form of symmetry and harmony stirred his enthusiasm.

He would have reveled in an inspection of The Royal Custom Tailor Woolens. To choose from half a thousand flawless weaves of richest hues and textures would have piqued and whetted to the quick his discerning luxury-appetite.



Chancellor von Bismarck in today's Easter Sunday garb—a
Royal Tailored-to-his-measure double-breasted.



HE stood for "quality-first." He never compromised nor temporized with his ideals. He sought for and fought for the best in all things—and usually he achieved his aim.

For men of the Bismarck temperament, Royal Tailoring is the ideal clothes service. It means perfection in fit, fabric, and fashion.

And Bismarck, like most men of his race, would have appreciated the economic-efficiency of Royal Service; the fact that it offers the utmost in custom clothes at \$16 to \$35.



General U. S. Grant, Twentieth Century dressed, in a Royal
Tailored two-button sack, patch pockets.

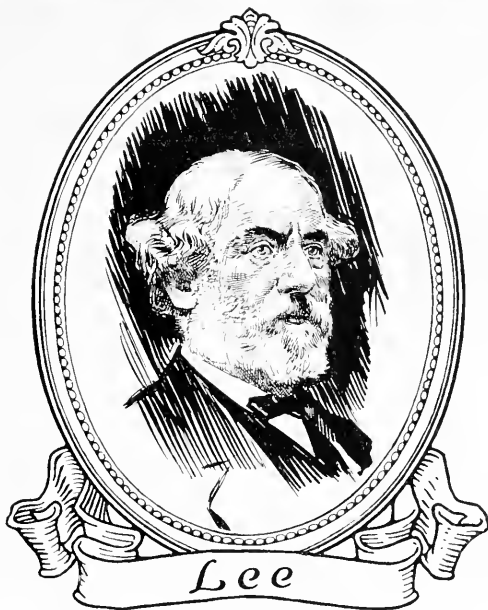


ALWAYS a substantial man, U. S. Grant could not tolerate subterfuge or "make believe." Simple genuineness was more to his preference than the costliest and cleverest pretense.

The Royal All-Pure-Wool Policy is a U. S. Grant policy. For over a decade, we have offered a dollar a thread for any thread of cotton found in a Royal Woolen. We have not only confined the Royal Line to all pure wool, but to the best all pure wool. For Royal Tailoring means the maximum in service-ability as well as in style and fit.



General Robert E. Lee in a double-breasted Prince Albert —
Royal Tailored to his measure.



REFINEMENT, taste, and dignity—in manner and in mode; in action and in thought—those three words describe General Robert E. Lee. He personified, to the fullest, the splendid meaning of the term “A Southern Gentleman.”

And your tasteful man is appreciative of the wide selection of quietly attractive fashions and fabrics offered in Royal Tailoring. The best taste can find its happiest exemplification in a Royal Tailored-to-order suit.



Sir Walter Raleigh wearing a Royal Tailored to his-measure
three-button sack.



YOU remember the story of the mud-puddle and Sir Walter Raleigh's cape. But you may not know this:—That the cape was a very stylish cape. For Sir Walter was the fashion-plate of his time; as modish as he was gallant.

If he had lived in this age, Sir Walter would be a Royal-Tailored Man. To choose his own style; to select the fabric of his heart's desire; to have his garment molded to his rugged, but graceful, physique—that would have been Raleigh's wish—a wish fully and surely realized through Royal Tailor Service.



Julius Caesar in a two-button soft-roll English sack —
Royal Tailored-to-his-taste.



“CAESAR’S way” was always an original way, the way of initiative and distinction. Caesar forever expressed himself—whatever he created or bought had to bear the hall-mark of his own individuality.

He had no use for a “second-hand” idea.

A Royal Tailored suit is always a suit of self-expression. You create it; it is a reflection of your taste; it embodies your preferences; it is built not alone to your body lines, but to your mental specification. It is you—expressed in cloth.

Six "Patented" Better Ways of Royal Tailor Service

- 1—The famous 6-day schedule service on all orders.
- 2—\$1 a day cash forfeit for delays.
- 3—A legal guarantee attached to each garment—warranting complete satisfaction or money back.
- 4—All pure wool fabrics exclusively.
- 5—Every inch of fabric pre-shrunk.
- 6—Profit-sharing prices and no "extras."



THE ROYAL TAILORS
CHICAGO — NEW YORK